



THARABAI SUBRAMANIAM EDUCATIONAL & CHARITABLE TRUST
தாராபாய் சுப்ரமணியம் கல்வி மற்றும் உதவி அறக்கட்டளை
Appd Study Centre of Directorate of Distance & Continuing Education, MS University

Trust Regn No.159/2006. Manonmaniam Sundaranar University DD&CE Study Centre Code: A21

INSTRUCTIONS RELATING TO MBA MARKETING SECOND YEAR

1. *There are eight papers to complete MBA MARKETING Second Year programme through Distance Education.*
2. *Each paper is evaluated for 100 marks with two components, viz., Internal for 20 Marks and External Examination for 80 Marks.*
3. *Internal Marks are awarded to the students based on a written assignment submitted by the student. The written assignment will be covering either two topics or answers for two questions in each paper. Each topic or question will carry 10 marks and the assignment is compulsory.*
4. *The answer for each topic/question must be in writing (either handwritten or type written) not exceeding five pages of A4 size paper. Each assignment (not exceeding 10 pages) must be stapled with the first page containing the: Sub Code, Title of the paper, Name of the Student & Enrolment Number.*
5. *Practical examples & explanation with graphical representation will carry more weightage. Original thought & execution will be duly rewarded & plagiarism in any form will be viewed very seriously.*
6. *The assignments should be submitted to MS UNIVERSITY EDUCATION CENTRE, AG-3 SHANTHI COLONY, ANNANAGAR, CHENNAI-600 040 on or before 15.05.2014 (Thursday).*

ASSIGNMENT TOPICS

DRC21. FUNCTIONAL MANAGEMENT – I

1. Elaborate the new product development.
2. Discuss the performance appraisal of employees in an organization which you are familiar with?

DRC22. FUNCTIONAL MANAGEMENT – II

1. Explain profitability ratios with suitable illustration.
2. Explain the factors affecting the selection of plant location for Spinning Mills.

DRC23. STRATEGIC MANAGEMENT

1. Establish in detail the use of SWOT in the analysis of Internal strategic assessment.
2. Explain with the help of examples, the forms of diversification.

DRC24. MARKETING RESEARCH

1. "Marketing Research is an aid to effective marketing decisions" – Discuss.
2. Discuss the factors which have stood in the way of acceptance of marketing research in India.

DRC25. ADVERTISING AND SALES PROMOTION

1. The basic objective of advertising is to increase sales and profit Elucidate, pointing out other objectives of advertising.
2. What is sales Promotion? Discuss major types of consumer and trade related sales promotion schemes.

DRC26. INTERNATIONAL MARKETING

1. Give a brief account of the important steps in International Pricing.
2. Explain the recent trends in Export Promotion Zones in India.

DRC27. SERVICES MARKETING

1. "Services Marketing requires an extended marketing mix".- Explain.
2. Briefly explain the marketing of banking services in India.

DRM28. ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS

1. Critically examine the uses of entrepreneurship Development Programs (EDPs) in India.
2. Can you agree that entrepreneurs are born not made? Discuss with example.

(For any assistance in completing the Assignments, please feel free to call us)

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